

Message Text

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SUBJECT: MARKET RESEARCH - MULTI STUDY CONTRACT

FOR COMMERCE

REF: STATE 187939

1. OF 13 FIRMS SOLICITED, ONLY THREE SUBMITTED BIDS AS FOLLOWS
(ALL CONVERSIONS AT RATE OF 661 LIRE EQUALS \$1):

A. T. KEARNEY S.P.A.; LIRE 2,950,000 (\$4,463); TOTAL PRICE
IS UNIT COST TIMES MULTIPLE OF 3, 4, 5 OR 6. KEARNEY UNDERSTANDS
CONDITIONS OF BID REQUEST AND NUMBER OF MINIMUM AND OPTIONAL
STUDIES. INTERNATIONALLY THE CHICAGO-BASED MOTHER-COMPANY IS
SO WELL KNOWN AS TO NEED LITTLE DISCUSSION; WE UNDERSTAND THAT
A.T. KEARNEY HAS DONE MULTI-STUDY CONTRACT WORK FOR USTC
TOKYO. IN ITALY, A.T. KEARNEY S.P.A. HAS RECENTLY COMPLETED
GMR - "AVIONICS AND AVIATION SUPPORT EQUIPMENT" AND HAS
ALSO DONE RESEARCH ON ITALIAN MARKET FOR HEAVY DUTY EQUIPMENT
SUCH AS COMPRESSORS, MOTORS AND PUMPS, SOPHISTICATED
ELECTRONIC EQUIPMENT SUCH AS MASS SPECTROMETERS, AUTOMOTIVE
PARTS, FOOD PRODUCTS, PHARMACEUTICALS AND HOUSEHOLD
APPLIANCES. SUPERVISION WILL BE BY AMERICAN CITIZEN
ROBERT P. MILNE, VICE PRESIDENT, A.T. KEARNEY AND GENERAL
MANAGER A.T. KEARNEY S.P.A.

B. SOCIETA' ITALIANA PER L'ECONOMIA APPLICATA (SITEA);

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LIRE 2,016,000 (\$3,050); TOTAL PRICE IS UNIT PRICE TIMES MULTIPLE

OF 3, 4, 5 OR 6. SITEA UNDERSTANDS CONDITIONS OF BID REQUEST AND NUMBER OF NOMINAL AND OPTIONAL STUDIES. SITEA STATES THAT ITS EXPERTS HAVE DONE RESEARCH IN THE FOLLOWING FIELDS: PRESERVED FOODS, TEXTILES, WALL AND FLOOR COVERINGS, NEEDLE-PUNCHING MACHINERY, TEXTILE WEAVING MACHINERY, ELECTRICAL TOOLS, TELEPHONE APPLIANCES, CHEMICAL PRODUCTS AND SOURCES OF ENERGY. SURVEY WILL BE COORDINATED BY DOTT. ANTONIO MARTELLI, MANAGING DIRECTOR OF SITEA, FOURTEEN YEARS OF EXPERIENCE IN ECONOMIC AND MARKET RESEARCH, AND BY GUALTIERO TONELLA, SIX YEARS ACTIVITY AS A MARKET CONSULTANT AND RESEARCHER. THESE TWO WILL TAKE CARE OF MOST IMPORTANT INTERVIEWS. FOR THE GATHERING OF GENERAL DATA AND FOR THE NORMAL INTERVIEWS, SITEA STATES IT HAS INTERNAL AND EXTERNAL (READ SUBCONTRACTORS) SOURCES WHO ARE PARTICULARLY QUALIFIED IN THE INDUSTRIAL SECTOR.

C. TEODORE TRANCU AND ASSOCIATES; \$3,400 (LIRE 2,247,000); TOTAL PRICE IS UNIT PRICE TIMES MULTIPLE OF 3, 4, 5 OR 6. COMMERCE IS SO FAMILIAR WITH TRANCU'S WORK THAT NO ADDITIONAL POST COMMENT NECESSARY, OTHER THAN TO SAY THAT FIRM UNDERSTANDS AND AGREES TO ALL CONDITIONS.

2. BID DOCUMENTS BEING SENT VIA APO ON OCTOBER 2.

3. COMMENT: SITEA UNIT PRICE \$350 LESS THAN THAT OF TRANCU. WE TORN AS HOW TO RECOMMEND ON THIS OCCASION. ON THE ONE-HAND THERE IS THE "OLD SHOE" FAMILIARITY WITH TRANCU'S WORK, ALTHOUGH WE SHOULD NOTE THAT OF LATE THE POOR QUALITY OF THE ENGLISH TEXTS PRESENTED TO US IN DRAFT FORM HAS REQUIRED MANY ADDITIONAL MAN-HOURS OF SUPERVISORY TIME IN ORDER TO BRING THE ENGLISH UP TO ACCEPTABLE STANDARDS. ON THE OTHER HAND THERE IS THE LOWER SITEA PRICE AND THE THOUGHT THAT IT MIGHT BE A GOOD IDEA TO HAVE SOME NEW BLOOD AND THUS A DIFFERENT PERSPECTIVE. WHILE WE HAVE NO DIRECT EXPERIENCE WITH SITEA WE BELIEVE THAT ON BASIS OF EXPERIENCE OF MARTELLI AND TONELLA THEY COULD DO ACCEPTABLE WORK. WE ALSO ASSUME THAT SHOULD THEY NOT DO WORK OF SUFFICIENT QUALITY, THEIR CONTRACT COULD BE TERMINATED FOR NON-PERFORMANCE: IN SUCH A CASE, HOWEVER, THE SUBSEQUENT TRANCU PRICE WOULD UNDOUBTEDLY RISE CONSIDERABLY. ALTHOUGH THERE IS ADMITTEDLY SOME RISK INVOLVED, WE INCLINED RECOMMEND GIVING SITEA A TRY.FINA

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